**PRESS RELEASE**

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**The Next Evolution of the Bathroom Sink Drain, California Faucets’ ZeroDrain® Transforms this Humble Necessity Beyond the Mere Utilitarian**

Destined to become the new standard in bathroom sink drains, ZeroDrain offers sleek aesthetics, easy installation, and a virtually clog-free experience

(Huntington Beach, CA, January 5, 2022) [California Faucets](http://www.californiafaucets.com/) has revolutionized the future of the bathroom sink drain. Winner of multiple international design awards, the streamlined [ZeroDrain®](https://www.calfaucets.com/bathroom/sink-shower-drains/zerodrain) offers a more design-friendly appeal over outdated rod-and-clip drain designs. With no unsightly protruding plunger, ZeroDrain is easy to install and even easier to clean. ZeroDrain’s patented user-friendly design helps to minimize bathroom sink clogs, allowing homeowners to avoid pouring harmful chemicals—and money for expensive plumbing repairs—down the drain.

“ZeroDrain is a unique example of why sometimes reinventing the wheel—in this case, the drain—makes sense,” says Noah Taft, California Faucets Chief Marketing Officer. “It’s not only light years ahead in terms of design. It’s also easier to install and maintain than standard drains,” Taft adds.

Cleaning ZeroDrain couldn’t be simpler. Just pull out the stopper, rinse out the gunk, and reinsert. The process adds only a few seconds to regular cleaning time, but can help to seriously reduce drain clogs, saving the hassle, headache, and expense of calling the plumber to unclog the drain.

Pricing for ZeroDrain starts at $129 in Polished Chrome.

**About California Faucets**

At California Faucets we believe in [artisan hands](https://www.calfaucets.com/videos/the-2-minute-custom-faucet), not mass production. Since 1988, our factory in Huntington Beach has manufactured handcrafted bath products available in 28 [finishes](http://www.calfaucets.com/finishes) that can be easily customized or purchased exactly as shown in our catalog. We proudly provide the latest in bath and shower technology with innovations such as [StyleDrain®](http://www.calfaucets.com/category/luxury-drains/styledrain), [StyleTherm®](http://www.calfaucets.com/category/shower-and-bath-systems/shower-and-tub-systems/styletherm-thermostatic-systems), and [ZeroDrain®](https://www.calfaucets.com/bathroom/sink-shower-drains/zerodrain). These groundbreaking innovations turn utilitarian products into beautiful design statements and are the heart of our ever-evolving line of bath faucets, shower fittings, luxury drains, and accessories. We’ve also applied the same handcrafted quality and custom options to a full line of kitchen faucets. Our [Kitchen Collection](https://www.calfaucets.com/kitchen/series) combines Italian design with California craftsmanship and offers a full range of matching accessories for a thoroughly coordinated look. For more information about California Faucets call 800-822-8855 or visit [CaliforniaFaucets.com](http://www.californiafaucets.com).

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